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# ANALYSIS OF MARKETING MIX FOR FRUITS AND VEGETABLES TO IMPROVE TOURIST OFFERS IN B&H

*Dalibor Dončić<sup>1</sup>, Vojislav Trkulja<sup>2</sup>*

## Abstract

*This paper analyzes the marketing mix elements for fresh fruits and vegetables (product, price, distribution, promotion and people) in Bosnia and Herzegovina. Each element of the marketing mix was studied for most important vegetable species (cabbage, onions, peppers, tomatoes) and fruits (apple, pear, plum) on the market in Bosnia and Herzegovina. Also, through the elements of marketing mix presence visibility of fresh fruit and vegetables in the tourist offer of Bosnia and Herzegovina. Tourist offer of a region is now multidimensional, with food and drink, in addition to climate, environment, housing, etc., play a major role in the differentiation and original tourist offer. Local fresh fruits and vegetables are important competitive advantage in the local tourist industry, if the elements of the marketing mix (product, price, distribution, promotion and people) for local fruits and vegetables are in the function of tourism development.*

**Keywords:** *fruits, vegetables, product, price, distribution, promotion.*

## Introduction

The paper sets the research question: Are the elements of the marketing mix (product, price, distribution, promotion and people) for fruits and vegetables in Bosnia and Herzegovina combined in a way to connect the fruits and vegetables to the tourist offer in Bosnia and Herzegovina, which opens an additional question of whether there is a positive synergy between fruit and vegetable producers in Bosnia and Herzegovina and tourism in Bosnia and Herzegovina, resulting in the increase of competitiveness of fruits and vegetables as well as tourist services? The

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1 Dalibor Dončić, Ph.D., Syngenta Agro, Vidovdanska 18, 78400 Gradiška, +387 65 814 709, dalibor.doncic@syngenta.com

2 Vojislav Trkulja, Ph.D., Professor, JU Poljoprivredni institut Republike Srpske, Banja Luka, Knjaza Miloša 17, 78000 Banja Luka, +387 51 303112, vtrkulja@blic.net

natural connection between fruit and vegetable producers and tourism in Bosnia and Herzegovina provides a great opportunity to mitigate price fluctuations and opportunities for fruit and vegetables market in the field of tourism utilization of Bosnia and Herzegovina domestic market.

The research methodology applied in this study was in order to collect a complete information basis for drawing conclusions. Different research methods were used with the aim of better understanding of the marketing mix elements of fruits and vegetables. The intention was to collect as many information in order to better understand the relationship of fruit and vegetable producers to the elements of the marketing mix, or perception, motivation, awareness of the importance of systematic approach, decision-making, attitudes and knowledge about the product, price, distribution, promotion and people or whether the elements of the marketing mix are oriented towards a market segment of tourism in Bosnia and Herzegovina. The study combines different methods and techniques, such as qualitative in-depth interview and focus groups of fruit and vegetable producers in Bosnia and Herzegovina. The survey included different types of fruits and vegetable producers which are selected according to the economic importance for fruit and vegetable producers in Bosnia and Herzegovina. Fruit and vegetable producers a selected by using the random sampling technique and these are advanced producers of fruits and vegetables, permanently oriented to build their business future in the production of fruits and vegetables.

The results of the qualitative research by the in-depth interviews with producers of fruits and vegetables indicate that the impact of marketing mix elements of domestic producers of fruits and vegetables on the tourist offer in Bosnia and Herzegovina is minimal and there is no systematic approach of combining the marketing mix elements, which would open the possibility of creating a competitive advantage in the segment of the local tourist offers.

### **Literature review**

Since 1953, when Professor Neil Borden, in his address to the American Marketing Association (AMA), first used the term "marketing mix" as the distribution effort, combination, design and integration of marketing elements in the program or "mix", that will achieve the company goals based on market forces assessment, and professor McCarthy made a classification of marketing mix on the so-called. "4 P": the product, price,

promotion and distribution (place) on the basis of clear criteria, basic marketing functions and goals whose implementation fulfills the conditions for exchange (Vasiljev, 2005). To date, there is a substantial level of agreement in the scientific literature that management of marketing mix elements or instruments represent a key marketing activity, an important area of decision-making as well as the most important aspect of the marketing concept application (Jobber & Fahy, 2006). Many authors have this classification by adding a "new" instrument in order to achieve optimal combination of marketing mix. Of special interest are research in terms of visionary on the importance of successful marketing and marketing challenges in a changing and dynamic world of globalization and liberalization by American authors (Lyng et al., 1988). Marketing with the marketing mix instruments is one of the key and important factors of success for producer of fruits and vegetables and a particular concern of researchers in the western world (Bills et al., 2000; Hall, 2002).

Marketing in the production of fruits and vegetables as a subject approach in specialization studies of agricultural products marketing, by its origin, is one of the oldest approaches (Sudarević, 1999). The importance of marketing for agricultural products in the process of development and national economy and the agricultural sector is great. Therefore, we have an analysis of marketing in agriculture with special focus on the specifics of agricultural products that condition a special approach to the marketing mix (Sudarević, 1999; Cvijanović, 2000; Božidarević, 2002; Vlahović, 2011). We especially emphasize as significant research on the marketing business orientation of small and medium agro-industrial enterprises as well as affirmation of association and marketing in terms of creating a competitive agricultural sector (Cvijanović et al., 1995, 2002, 2007). The natural connection between agriculture and tourism is high potential for the Republic of Serbia to combine these to develop in mutually interlocking relationships that, on the one hand provide for tourists to see the natural beauties of our country and enjoy them, as well as to consume good food and drinks, on the other hand (Cvijanović, 2012).

The business activities of the fruit and vegetable producers in Bosnia and Herzegovina were generally analyzed in terms of quantitative indicators based on official statistical data from the relevant institutions, such as the "Department of Statistics" and "Foreign Trade Chamber", then as a distribution of agricultural products according to the "Indirect Taxation Authority", which include export and import of goods under customs

procedures (e.g. Čejvanović et al., 2009). Agricultural market and general conditions in agriculture were also studied including the structure of crop production, vegetable production, fruit production, and livestock production with the analysis of the demand for agricultural products (Vukmirović, 2004). Unbalanced supply and demand and varying sales prices of fruits are also important research to better understand the business problems of fruit producers in Bosnia and Herzegovina (Vaško et al., 2010). On the other hand, research elements of the marketing mix, product pricing, distribution, promotion and people, in agricultural production are the main elements in the study of the competitiveness of fruit and vegetable producers in western scientific literature. Review of the literature reveals a lack of qualitative and quantitative research elements of the marketing mix of fruit and vegetables in Bosnia and Herzegovina for better understanding and improvement of regional competitiveness of fruit and vegetables in Bosnia and Herzegovina.

### **Research methodology**

The research methodology was aimed to create complete information basis of the elements of the marketing mix in the fruit and vegetable production in Bosnia and Herzegovina. General question regarding fruit and vegetable producers in Bosnia and Herzegovina is what level of competition they have. The objective set in the study is realized by answering to the question what is the impact marketing mix elements to market tourism offer, and the intention is to identify and understand the most important characteristics of the elements marketing mix for fruits and vegetables, i.e. products, price, distribution, promotion and people, as well as the main reasons and obstacles that affect the process of modernization of the marketing mix elements and their quality combining in order to elevate competitiveness. To achieve the research objective the following groups of research questions are important:

1. What are the main characteristics of the fruit and vegetable products?
2. In discovering and understanding the main characteristics of the fruit and vegetable products the starting point is based on the technological process used by agricultural producers of fruits and vegetables through the types of inputs and sources of supply, the level of technology, product features, product packaging, product quality, marking and products labeling. Research question also reveals whether there is a business activity regarding the characteristics of the product which directly connects the analyzed product with tourist offer as segment of the market.

3. What are the main characteristics of the fruit and vegetable prices?
4. In discovering and understanding the main features of the fruit and vegetable prices the starting point is based on pricing, price fluctuations, the level of costs, the cost of recourses, terms of payment. Research question also reveals whether there is a business activity to the price of fruits and vegetables which directly connects the analyzed product with tourist offer as segment of the market in.
5. What are the main characteristics of the fruit and vegetable distribution?
6. In discovering and understanding the main features of the distribution of fruit and vegetables questions are designed to obtain an informational basis of existing distribution channels, width and length distribution channels, trade speed and level of distribution costs, integration of distribution with other products, joint distribution through association, the types and means of transport. Research question also reveals whether there is a business activity in relation to the characteristics of the distribution, which directly connects the analyzed product with the tourist offer as market segment in Bosnia and Herzegovina.
7. What are the main characteristics of the fruit and vegetable promotion?
8. In discovering and understanding the main features of the fruit and vegetable promotion, the questions were created in a way to obtain the informational basis on personal sales, the presence of propaganda, the presence of publicity, media relations, resources located in the promotion. Research question also reveals whether there is a business activity. Research question also reveals whether there is a business activity in relation to the characteristics of the promotion, which directly connects the analyzed product with the tourist offer as market segment in Bosnia and Herzegovina.
9. What are the main characteristics of the fruit and vegetable producers-people?
10. In discovering and understanding the main features of the people involved in the production of fruits and vegetables, the questions are designed in order to obtain informational base on the history of production, location, natural resources, the level of knowledge of the production technologies, ways to collecting information important for the competitiveness of the producers, financial situation of producers of fruit and vegetable producers. Research question also reveals whether there is a business activity in relation to the characteristics of

the people, which directly connects the analyzed product with the tourist offer as market segment in Bosnia and Herzegovina.

For the purpose of studying marketing mix elements of fruits and vegetables the qualitative research was used. Qualitative research precedes quantitative research in order to first collect sufficient information about the marketing mix elements. Further verification of the information on a representative sample implies further research using quantitative methods. Research results in this paper are based on findings obtained in qualitative research using the technique of in-depth interviews. As the instrument, a structured questionnaire which included a list of questions, mostly open, but also research questions which went deeper into the essence of the problem were used. The participants were interviewed in a form of free conversation between skilled interviewers and selected subjects. The interviews were conducted on farms where fruits and vegetables are produced. In-depth interview was organized in Lijevo polje and Potkozarje as the most important regions for the production of fruits and vegetables in Bosnia and Herzegovina. The study included a total of 20 participants from a population of agricultural producers of fruits and vegetables because the goal of this research is not to be representative of the population, but the key is to obtain as much information on the research problem. Respondents were selected by the random sampling technique. Random sampling technique that is not based on probability was chosen because we believe that the subjects who were included represent the future production of fruits and vegetables in Bosnia and Herzegovina and that they are sufficiently representative of the fruit and vegetable producers that can persist in the upcoming liberalization of the agricultural market in EU. The criteria for selecting respondents, farmers respectively, was the size of the processed land, on 10-20 ha belonging to a medium-sized producers in Bosnia and Herzegovina and represent the most vital part of agricultural producers and the availability of machinery. The criteria were to have modern machinery, irrigation systems, and the willingness to provide quality information about how they run their production.

In general, the questions of the in-depth interview were not difficult for the participants. They understood them well and readily provided detailed answers about the motives, mode of thinking, the method of decision-making, as well as their business activities. Respondents were open and communicative and the sub-questions of the interviewer provided the responses and information about the elements of the marketing mix and

product pricing, distribution, promotion and people. The hardest and most complex part of the interview which took a lot of patience and additional questions was discovering historical perspective of the development of the marketing mix elements. This complex interviewing process was conducted by a qualified surveyor who has been working with the same producers on the development and application of new technologies for the last 15 years.

## **Results and discussion**

Efficient programming of the marketing mix elements in the realization of the objectives set by the fruit and vegetable producers depends on the two dominant factors, as follows: human potential of fruit and vegetable producers and their financial strength (power). In this paper, the research subjects are the marketing mix elements (product, price, distribution, promotion and people) of fruits and vegetables, as well as their relation to the market segment of tourism in Bosnia and Herzegovina. Fruit and vegetable producers are the focus of the research, as well as economic entities and their inherent constraints. The central limitation is human factor. Therefore, it is natural that the four elements of the marketing mix also included the fifth element of the marketing mix a man, in order to achieve the objectives of the research.

The questionnaire with a list of questions which was be used for the in-depth interviews with producers included a series of questions that are related to the elements of the marketing mix:

1. What are the main characteristics of the product (fruit and vegetable)? Answers and observations of the fruit and vegetable producers:
  - Applied technology: Producers of fruits and vegetables use extremely advanced production technology, which is reflected and manifested primarily in vegetable producers in the form of presence of hybrid vegetables, which are present in 90% of occasions. Hybrid vegetables used are from the best known world seed producers: European, American and Asian (Syngenta, Bejo Zaden, Enza Zaden, Nunhems, Close, Taky, Sakata). Introduction of new hybrids of vegetables is quite fast and is done through the authorized companies for distribution of worldwide seed producers. They often organize vegetable field days where farmers can see the results of growing hybrids in the local agro-ecological conditions and choose a hybrid for their production area. Selection of hybrids is based on potential yield,

early maturity, size of fruits, fruit shape, fruit color, resistance to major diseases and pests, the required technology. In addition to using the most modern hybrid vegetables the indicators for a remarkable high technological level is also the use of advanced irrigation system, such as drip as well as the use of materials for mulching. The high technological level is proved by the use of greenhouse production of vegetables with a positive growing trend and offers good quality vegetables with lower use of agrochemicals, especially valued by the consumers. The mechanical equipment is also very good because there are new tractors, 3 to 5 years old, seed harrow, planters for seedlings, irrigation systems.

- Types of inputs: The inputs used are pesticides, fertilizers, and plastic films produced in the renowned Western producers with guarantees of quality used in the EU, as well products from China, India, which are generally of dubious quality with no supporting documentation on product quality, but less expensive, even up to 50 %. There was interesting response from fruit and vegetable producers about the choice of production materials depends on the market situation with the prices of fruits and vegetables. When they sell products at higher prices they also invest more and buy more expensive inputs, and when their products are cheaper they use less expensive inputs of dubious quality. Nonetheless, all respondents agree that without good quality input there is no good quality end product.
- Sources of inputs: Procurement sources of inputs are private companies that have developed over the last 20 years on the market of raw materials in agriculture. Distribution companies are provided with the extension services which is a legal requirement in Bosnia and Herzegovina that provides quality information about application of inputs. The market is well supplied with inputs, but all farmers point out the steady continuous growth in input prices on an annual basis, which is not accompanied by a continuous rise in prices of fruits and vegetables, thus they feel that each year the inputs are more expensive, and product are less expensive and harder to sell.
- Product quality: When answering questions about the quality of products, they primarily focus on size, shape and color of the product, because these are the most important feature for market. There is a very clear awareness of the importance of product quality and there are unanimous that the quality of fruits and vegetables determines the cost and rapidity of sale, as well as continuity in sale, thus the quality is particularly important because it provides a sale when the market is saturated and when prices drop. They use technology and inputs to

achieve good quality product. When asked about additional quality by changing the production system from conventional to organic or integrated production or functional foods, they have little knowledge and correspond that they are not familiar with these possibilities improving product quality.

- Product packaging: The product packaging is classic mesh bags of 5 kg to 20 kg, wooden containers 10 kg to 15 kg, or in bulk depending on the customer demands. A particularly negative way from hygienic aspect is packing products in used containers, cardboard or wood, which is easy for purchase and even up to 50% cheaper comparing to the new packaging. Respondents did not adopt special packaging that would differentiate their products in the market. They generally make an effort while packaging products to be uniform with the size, shape and color. They have no special packaging machines, and it is all carried out by hand in garages and cool storages where the picked fruit and vegetables could wait a buyer a few days.
- Product labeling: When asked about labeling their product, no one had a positive answer. They simply do not label the products. Farmers believe that labeling would increase the price of their product, and that recognition of their product on the market and attracting new customers would not bring them more profit.

During the in-depth interviews it was concluded that there is no business activity regarding the product characteristics (packaging, labeling, varieties, etc.) which is in direct connection to the tourist offer as a market segment.

2. What are the main characteristics of fruit and vegetable prices?  
Answers and observations of the fruit and vegetable producers:

- Method of pricing: The issue of prices of fruits and vegetables caused most emotion and excitement and producers are unanimous that the prices of fruits and vegetables stagnate or have large fluctuations seasonally at best, but also depending on a year resulting from uncontrolled production without a contract with well-known buyers. Thus, one growing year can bring extra profits, and loss and the inability to return investment in production the next year. As production is becoming more expensive and requires large investments, this uncertainty has been suggested as one of the main problems in the production of fruits and vegetables.
- Prices of production material (raw materials): Unlike the prices of fruits and vegetables significantly fluctuate seasonally and annually, the cost of major production materials, such as hybrids, pesticides and

mineral fertilizers, plastic foils have continuous growth each year which makes production more costly and uncertain.

- Payment terms: Very interesting statement is expressed, and agreed with respondents, that the payment terms of their products depend on the types of buyers. Supermarkets make payment within the period of 60 to 180 days, depending on the individual and personal relationships payment services, while existing trading companies pay within the period of 30 days to 180 days depending on the market situation and the need for certain goods. The most solvent are the retailers who pay immediately after taking over the goods at the green market or the farm where it fruits and vegetables are produced.

Research questions in the context of in-depth interviews showed that there is no business activity regarding the characteristics of the product price (rebates, special prices, payment terms, etc.) which directly connects the analyzed product with tourism offers as the market segment.

3. What are the main characteristics of fruit and vegetable distribution?

Answers and observations of the fruit and vegetable producers:

- Distribution channels: Buyers in distribution channels of fruit and vegetable are supermarkets with 5-10% of purchased product; then the trading companies with 10-20% of purchased products and retailers with 70-85% of purchased products. Farmers do not sell their product directly to the buyer and there is no direct distribution channel because they have no spare time for sale due to the laborious activities regarding the production. When asked about the leading place within the channel and the bargaining power, the producers stated that the power fluctuates depending on demand for certain products and that it shifts between producers, when certain products in deficit, or to retailers when certain products are in the market surplus. Also, there is cooperation within the channel when buyers order specific product and farmers produce a specific product without any written contract. Farmers point out poor cooperation with supermarkets and trading companies as the participants in the distribution channels, and a very good cooperation with retailers. Farmers also mentioned their attempt to establish their own distribution channel through cooperatives for purchase of agricultural products. However, the cooperative collapsed after a couple of years due to mismanagement.
- Size of distribution channel: Regarding the length of the distribution channel a long distribution channel is dominant in 70% of instances as follows: producer – whole sale- retail – consumer; while the short

distribution channel is present in 30% of situations: producer – retail – consumer.

- The connection with the distribution of other products: Joint distribution: Vegetable producers often transport their goods together with their neighbors or friends to the buyers, while fruit producers transport their products individually.
- Types and modes of transport: Most vegetable producers have their own means of transport and readily respond to customer's demands for delivery of products; while most of the fruit producers do not have their own means transport and hire transportation companies or sell their products buyers with transportation.
- Distribution costs: Farmers stated that the highest costs for distribution of product is for green markets, than supermarkets and trading companies, and the least expensive is sale through retailer who mostly collect the goods at the farm.

Research questions in the context of in-depth interviews showed that there is no business activity regarding the characteristics of the product distributions which directly connects the analyzed product with tourism offers as the market segment.

4. What are the main characteristics of fruit and vegetable promotion?  
Answers and observations of the fruit and vegetable producers:

- Personal selling: All farmers are dealing with some type of personal selling, whether passively or actively. The passive type is when farmers work on their own property when buyers are visiting, or actively when farmers go to the cities and inform consumers of agricultural products with samples and inform interested customers about the quality of their products, product packaging, production method, delivery mode and prices. Also, fruit and vegetable producers invite buyers to visit their farms at the time of maturation of fruits and vegetables where they organize joint meetings, review of crops and products, as well as arrange sales which are considered to be a very prosperous relationship with buyers while creating long-term quality relationships.
- Propaganda: Commercial propaganda activities have not been noticed with fruit and vegetable producers.
- Sales promotion: Of all actions available for producers regarding the sales promotions only discounts of prices and postponement of payment deadlines, when the market is oversupplied, are used.

- **Publicity:** There are no activities regarding the publicity carried out by the vegetable producers, while the fruit producers are active regarding the associations for publishing information important for fruit producers. These are often followed by media because food is always attractive subject topic for media.
- **Media:** There are no planned activities with both fruit and vegetable producers regarding media relations, but there is a small difference with fruit producers because their association has certain relations with the media.
- **Promotion investment:** There are no investments in promotion due to lack of finance.

Research questions in the context of in-depth interviews showed that there is certain business activity regarding the characteristics of the product promotions (personal selling, publicity, promotions etc.). However, they are not in directly connecting the analyzed product with tourism offers as the market segment.

5. What are the main characteristics of people involved in fruit and vegetable production? Answers and observations of the fruit and vegetable producers:

- **Production tradition:** Vegetable producers have a long production tradition and in 70% of instances it is passed on for three generations in one household. Fruit producers also have a production tradition, but only for one or two generations, and had a first experience in fruit production Plantaže, a company established 50 years ago.
- **Location and natural recourses:** Vegetable producers from the interview are located in the area of Lijevče polje which is characterized by excellent conditions for vegetable production, including fertile soil and quality water for irrigation. On the other hand, fruit producers are located in the area of Potkozarje, with some limiting factors, such as lower quality of soil and a few quality water sources for irrigation.
- **Knowledge:** Fruit and vegetables producers are well educated and they regularly attend specialized trainings. In addition, they organize field trips to a more advanced production areas once a year and have a good cooperation with experts in the field of work.
- **Information availability:** Producers generally get information through agronomist who work for the large companies (70%), but also through Agricultural (10%), Agricultural Faculty (5%) and the Internet (15%).

- Financial situation: Producers of vegetables are certainly financially more stable than fruit producers in reference to the machinery and taking loans for working capital investment. Fruit producers possess older machinery, credit charge and using short-term loans or credit from suppliers of production material.

Research questions in the context of in-depth interviews showed that there is no business activity present regarding the characteristics of the people included in fruit and vegetable production (education, awareness of the market segment etc.) which directly connect the analyzed product with tourism offers as the market segment.

Limitations of the research related to the sample are typical for all qualitative research. Sample size and selection of the respondents indicate that the results of the research cannot be quantified nor considered representative of the total population of fruit and vegetables producers in Bosnia and Herzegovina. This was not the primary goal of the research, but the goal was to determine whether there are business activities of fruit and vegetable producers to combine elements of the marketing mix in order to conquest or better positioning in the market segment of tourist offer in Bosnia and Herzegovina.

## **Conclusion**

Based on 20 in-depth interviews conducted in Bosnia and Herzegovina using research instrument of structural questionnaire in the population of fruit and vegetable producers in the region Lijevo polje and Potkozarje we can conclude the following:

1. What are the main characteristics of the products (fruits and vegetables)?
  - Applied technology: intensified in all observed segments;
  - The types of inputs: in addition to high-quality used and the inputs of dubious quality;
  - Sources inputs: an increased number of companies for the purchase of production materials (raw materials) which resulted in greater choice;
  - Product quality: significant upgrades in all monitored segments;
  - Product packaging: there is no development in the packaging of the product;
  - Product labeling: there is no development in product labeling.

There is no business activity regarding the characteristics of the product as the marketing mix element which is systemic, planned and designed in a way which directly connects the analyzed product with tourist offers as the market segment.

2. What are the main characteristics of the fruit and vegetable prices?

- Method of pricing: a constant stagnation and decline in prices of fruits and vegetables, large fluctuations both seasonal and annual, as well as the uncertainty that causes such large fluctuations;
- Prices of production material (raw materials): constant growing trend;
- The terms of payment: payment terms are too long and it is constantly getting severer under the influence of the economic crisis, but also due to a weak negotiating position of fruit and vegetable producers.

There is no business activity regarding the characteristics of the price as the marketing mix element which is systemic, planned and designed in a way which directly connects the analyzed product with tourist offers as the market segment.

3. What are the main characteristics of the fruit and vegetable distribution?

- Distribution channels: as a new segment, supermarkets and trading companies appeared, but they have not significantly improved sales and distribution of fruit and vegetables in Bosnia and Herzegovina;
- Length of distribution channels: length of distribution channels is constant and mostly long distribution channels;
- Joint distribution: used constantly without improvement;
- Types and means of transport: without constant improvement;
- Distribution costs: constantly increasing costs of distribution;

There is no business activity regarding the characteristics of the distribution as the marketing mix element which is systemic, planned and designed in a way which directly connects the analyzed product with tourist offers as the market segment.

4. What are the main features of the fruit and vegetable promotion?

- Personal selling: constantly present, but without the development and modernization;
- Propaganda: is present only in traces;
- Improvement of selling: present at the time of oversupplied market;
- Publicity: the association of fruit growers working on publicity and the improvements are noticed, while the activities of fruit producers regarding are poor;

- Media: fruit growers have certain connections with media through associations, ascertained improvements;
- The assets are located in the promotion: present only in trace amounts.

There is no business activity regarding the characteristics of the promotion as the marketing mix element which is systemic, planned and designed in a way which directly connects the analyzed product with tourist offers as the market segment.

5. What are the main characteristics of the people involved in the production of fruits and vegetables?

- Tradition in production: plays a major role in the development;
- Location and naturally occurring resources: play a major role in the development;
- Knowledge: constantly improving and introducing new technologies;
- Information availability: use of the Internet as a medium for gathering information is improving;
- Financial situation: the same, but the vegetable producers of vegetables made a visible progress with the new equipment, facilities, transportation means, while fruit growers are stagnating;

There is no business activity regarding the characteristics of the people as the marketing mix element which is systemic, planned and designed in a way which directly connects the analyzed product with tourist offers as the market segment.

In general, we can conclude that there is no business activity related with the characteristics of the marketing mix elements (product, price, promotion and people) that is systemic, planned and designed in a manner which directly connects the analyzed product with tourist offers as the market segment.

Results of the marketing mix element research can be used in order to increase the competitiveness of fruit and vegetable producers in Bosnia and Herzegovina by improving the elements of the marketing mix for fruits and vegetables, but also improving the skills of combining elements of the marketing mix for fruits and vegetables in accordance with the market segment of tourism in Bosnia and Herzegovina.

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